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Affirmative Market Program
Commonwealth of Massachusetts

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M/WBE Talk

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The Director's Corner— Gladymar Parziale

The Commonwealth of Massachusetts Affirmative Market Program (AMP) fires up Fiscal Year 2009 with the FY09 Kick Off Event. We had a record attendance of over 330 people from agencies and the vendor community. The feedback we have received is very positive and we are already planning next year's event to be bigger and better. The new year also brought changes to the program. After eight years of heading AMP Monserrate Quinones, better known as Monsi , said her goodbyes to lead a new endeavor as the Director of Equal Opportunity and Diversity for the Department of Correction. To ensure continuity I have been appointed by the Deputy State Purchasing Agent, Ellen Phillips, as the Acting Executive Director. I have accepted the challenge to keep the program sound so the transition is seamless to our customers. Please know that I am deeply committed to the program. Looking ahead we are at a time that efficiency and collaboration has become critical due the current economic crisis. I would like to expand services through partnering with subject matter experts from different areas. It is important to continue providing educational sessions to address business topics that will aid our M/WBE vendor community become more competitive in the market place. We will continue to work closely with SOMWBA and the Operational Services Division toward achieving M/WBE participation in the Commonwealth procurement.

Gladymar Parziale, Acting Executive Director

I would also like to take this opportunity to thank everyone that has offered words of support. Special gratitude to Ellen Phillips and Ellen Bickelman for trusting me to do the job. The AMP Business Advisory Board for guiding me through the planning of the Legislative Breakfast and word of advice. Our sponsors – without them we would be unable to put out these great events. The OSD staff for

(See "Director's Corner" cont. on page 6.)

In The Spotlight: Successful Case Histories of Minority and Women Business Entrepreneurs - Michael Kaye, AMP Business Advisory Board

The second edition of the book, "In The Spotlight, Successful Case Histories of Minority and Women Business Entrepreneurs", was presented at the FY09 Kick-Off "Meet The Vendor" event at the Massachusetts State house, Great Hall of Flags on September 16, 2008. This expanded edition highlighted nineteen case histories of Minority and Women Businesses and also AMP Department Coordinators, OSD Contract Managers and procurement officials working together to meet the common goals of the Commonwealth, Executive Order 390 and small businesses throughout the State of Massachusetts.

The book told stories of individuals who started their business from a dream. Then, through hard work, persistence, and the support that is available from the Affirmative Market Program, these dreams became reality. Case histories were also told how departments such as (DCAM), Division of Capital Asset Management and Maintenance, conducted outreach programs, created joint ventures and partnering opportu-

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Upcoming Events...

- AMP Legislative Breakfast— November 18 at the Mass. State House, Great Hall

For Details on thise and other upcoming events, visit www mass.gov/amp and click on the AMP Program Services page

Farewell...

The Affirmative Market Program would like to say Congratulations and Farewell to our former Executive Director Monserrate Quinones. Monsi recently accepted a position as the Director of Diversity for the Department of Correction. Monsi worked tirelessly for the AMP for the past eight years. We wish her well in her new position.

Minority and Women Owned Businesses—Speed Marketed Their Businesses at the FY09 AMP Kickoff

"All of it will be useful, but in particular - resources for SOMWBA listing, examples of actual situations to meet AMP requirements, spreadsheets for tracking vendors progress toward AMP contract requirements."

- Recent AMP for Department Training Participant

Gladymar Parziale, AMP Acting Executive Director, with Ellen Bickelman, State Purchasing Agent

The Affirmative Market Program's biggest networking event of the year took place on Tuesday, September 16th from 9:00 to 1:00 p.m. in the Great Hall at the State House in Boston. Over 330 attendees participated, including over 175 M/WBE Certified Vendors.

The M/WBE's came to meet and market their businesses to the Commonwealth AMP Coordinators, OSD Procurement Management Team Leaders/Directors, and Prime Contractors on Statewide Contracts who are looking for partnerships early in the Fiscal Year.* We all know that one on one face time with these purchasers is hard to come by so this once a year one stop marketing opportunity was a benefit to all.

The Affirmative Market Program FY09 Kick Off in the State House, Great Hall, Boston

We were honored to have Lt. Governor Timothy P. Murray join us as this year's key note speaker. Executive Office for Administration and Finance Secretary Leslie A. Kirwan presented special awards to numerous departments for their AMP Benchmark Achievements. In addition, special AMP awards were presented to vendors that have helped make the program a success. A Special Recognition Award was presented to Patricia Vacca, of the AMP Business Advisory Board for her outstanding work with the BAB Mentoring Program.

Maria Gonzalez, AMP Business Coordinator with Ellen Phillips, Deputy State Purchasing Agent

*For those who are new to the state purchasing system, AMP Coordinators are individuals appointed by their state agency to track M/WBE purchasing. OSD Procurement Team Leaders are responsible for managing procurement groups that establish statewide contracts for defined commodity and service classifications. Statewide Contractors are vendors who have competitively bid and have been awarded a statewide contract.

Jonilee Rossi, President & CEO CQ Personnel with Maria Gonzalez, AMP Business Coordinator

Vincent Williams President & CEO of Jazzy Sportswear Promotional Company Shares his "AMP Success Story"

Jazzy Sportswear Promotional Company provides a wide array of promotional products for which branding is an essential component. The company provides its customers fast, one-stop-shopping through a proprietary subscription service with links to multiple premium and apparel manufacturers. The company was established in 1997 on the 4 A's of business: acknowledgement, appreciation, affirmation and assurance.

In 2003 Jazzy received an email from AMP regarding contract opportunities with the State Agencies. I immediately picked up the phone and called the number listed and spoke to Monserrate Quinones. After a brief introduction, she asked if I had received any contracts from SOMWBA since his certification. I replied that I had not! She then indicated I should keep an active certification with SOMWBA and attend the workshops Affirmative Market Program sponsors so I could familiarize myself with the processes of doing business with the state. She also indicated that there are other opportunities that are not state contracts associated with AMP.

Vincent Williams, President & CEO Jazzy Sportswear

In 2005, I received a phone call from Direct Energy.

"We received your information from SOWMBA and reviewed your profile," the caller said. "We would like to meet with you because there is a fit for what your company does."

After submitting a quote, I was soon on my way to Connecticut to meet with SOWMBA staff to discuss business relations. In July 2005, I also received a call from Advizex Technologies indicating that they had reviewed Jazzy's profile and would like to meet with me. Since the initial meetings, both Direct Energy and Advizex have called upon me for many of their promotional items needs

I also fostered business relations with Martha's Vineyard Transit Authority and Nantucket Transit Authority. I look forward to continuing relationships with all of these organizations to provide them the quality services they expect and deserve.

I offer deep gratitude to the AMP for their dedication in providing the platform for State Agency and Corporation to recognize W/MBE and MBE.

"The interaction and discussion with peers from other agencies and the ideas shared by the instructor on creative means of accomplishing amp goals. GREAT SESSION - REALLY ENJOY IT!"

- Recent AMP for Department training participant

A Shining (WBE) Star in our Statewide Contracts!

Each month, Women's Business asks readers for nominations to create a top 10 list in a particular category. In the October' Issue they present the region's leaders in recruitment. Following is one of the dynamic professional readers turn to for top-notch search and placement expertise. Joni Lee Rossi President & CEO MacPherson Group/CQ Personnel, SOMWBA WBE certified.

"Joni's business model is based on helping women achieve success. She maintains relationships with the candidates she places, encouraging them and sometimes placing them in new jobs years later as they seek to climb the corporate ladder. Joni has integrity and stamina. She's a great role model for other women: She's confident, poised and articulate, and her track record speaks for itself." Kathy Alpert, President & CEO Postmark Press

Congratulations Joni Lee, you make us proud.

Joni Lee Rossi President & CEO CQ Personnel

Wi$e Up—Maria Gonzalez, Business Coordinator

The Affirmative Market Program and the U.S. Department of Labor – Women's Bureau teamed up to host a three part series of workshops to explore the world of financial security and retirement savings called **Wi$e Up** for minority and women owned businesses (M/WBEs) .

The first workshop of the series; Money Basics took place on August 14th. Several women business owners learned valuable information from the presenter, Ms. Jameel Webb-Davis of Start Money Smart. Most of the vendors commented that Ms. Webb-Davis made the learning of financial issues clear, precise and interesting.

Ms. Jacqueline Cooke, Regional Administrator for the Women's Bureau presented the second part of the workshop called Flex-Options to encourage business owners to enhance or implement flexible workplace policies and/or programs.

The next workshop (2nd of the series) is scheduled for November 6th, 2008 from 9:00 am until 12:00 pm. Please pre-register via email at amp@massmail.state.ma.us .

For questions pertaining to **Wi$e Up**, please call me at the AMP Help Desk 627-720-3359.

"Hearing about other departments challenges to meet AMP goals, the handouts, and finally having a training session for AMP."

- Recent AMP for Department Training participant

DMH Take on AMP Training – Georgette Tanner

Ms. Gladymar Parziale, Acting Director of the Affirmative Market Program (AMP) and Deputy Director of the Affirmative Market Program, should now be dubbed: Affirmative Market Program TRAINER EXTRORDINAIR.

Between August 19, 2008 and September 17, 2008, within less than 30 days, Gladymar, or as she likes to be called Glad, single handedly conducted six (6) separate Affirmative Market training sessions for the Department of Mental Health and its vendors. Gladymar traveled across the Commonwealth, from the Western Massachusetts Area to the Southeastern Area. She began her DMH training marathon on August 19, 2008, at the Agency's Central Office, refreshing the memories of 15 DMH staff on the importance of stimulating economic growth of M/WBEs as outlined in Executive Order 390. DMH is gearing up for a procurement session unlike it's seen in at least three (3) years. The next day, August 20, 2008, she was in Taunton, briefing twelve (12) vendors from Southeastern Massachusetts, on the nuisances of bidding on a state RFR, particularly a DMH RFR. The very next day, August 21, 2008, she was back in Boston, training thirty-three (33) DMH vendors of the importance of thoroughly addressing the Affirmative Market Program section of the RFR. She emphasized each section of the RFR; but her main message was "Make it Real" Don't try to sell a service or product you may not be able to deliver.

On September 8, 2008, Gladymar was at Westborough State Hospital, Rodriquez Auditorium, delivering the message of Executive Order 390. She told another 16 DMH staff, associated with the procurement process to be "vigilant" when reviewing all aspects of responses to an RFR; however, pay particular attention to how the prime contractor will work with a M/WBEs in executing the Contract. Look for the dollar amount a prime plans to, or has recently spent with a subcontractor. She explained how benchmarks are established and the value of working with SOMWBA certified vendors and subcontractors. On September 9, 2008, it was vendor and DMH staff training in Northampton, Massachusetts. Maria Gonzalez, AMP Business Coordinator, trained 16 vendors on the Affirmative Market Program process and how to effectively use Comm-Pass to stay connected with RFR availability and activity. On this same day, Gladymar trained 13 DMH procurement staff on AMP Plan components, told them about the tools that should be used throughout the process, and how to evaluate the AMP plan. Again, on September 17, 2008, Gladymar delivered her marathon training to seventeen (17) additional DMH vendors, and/or potential vendors, in Westborough again. DMH appreciates both Gladymar and Maria taking time from their busy schedules to deliver this training.

During each training, whether to DMH staff or vendors, or potential vendors, Gladymar offered truly helpful resources including websites for Affirmative Market Program (AMP) www.mass.gov/amp, Operational Services Division (OSD), www/mass/gov/osd, and COMM-Pass (Online Solicitation Services) www.Comm-Pass.

The Department of Mental Health gives many Kudos to Ms. Gladymar Parziale for her tireless determination and commitment to training the Department's staff, vendors, and potential vendors. She has prepared us well. Thank you Gladymar!! And thank you Maria!

State Peer Match Mentoring Program Part II—Patricia Vacca, AMP BAB

The Commonwealth of Massachusetts Affirmative Market Program (AMP) has been recognized as having the "best practice" program and was selected the first Mentor State by the Insight Center for Community Economic Development in its 2008 State to State Peer Match Program.

As a first step in the state to state process, staff members from the Missouri Office of Supplier & Workforce Diversity, Director Angel McCormick Franks and Assistant Director Roxana Flores, along with Program Managers from the Insight Center for Community Economic Development, Tim Lohrentz and Melissa Ramos, came to Boston in May to confer with the Affirmative Market Program staff and Business Advisory Board to learn about AMP business practice

By this recognition, Insight acknowledges that the Massachusetts AMP has the "best practice" in the Nation for generating bi-partisan support; for the way that AMP trains and works with various state agencies, for the level of participation from the M/WBE community in the AMP Program, as well as for the Mentor/Protégé program, an AMP Board initiative which is one of the oldest, largest, and most consistent Mentor/Protégé Programs in the United States.

Due to this nationwide recognition, Patricia Vacca from New England Office Supply (NEOS), a member of the AMP Business Advisory Board, was invited to speak in Kansas City at the National Convening of State Minority and Women Business Development Agencies sponsored by Insight Center for Community Development.

A follow up visit was made by Gladymar Parziale from the AMP and Patricia Vacca from the Board to Missouri this past July.

This second step continued in greater depth the cooperative effort of the State to State Peer Match Program. Meetings were held with the Missouri State Purchasing Agent, Jim Miluski, with Trent Summers, Assistant Commissioner of Administration in the Missouri Governor's office, with managers of the Missouri certification process, and with the staff of the Missouri Office of Supplier & Workforce Diversity.

An additional meeting was also convened where Patricia Vacca spoke successfully to a forum of statewide minority vendors from Missouri to encourage them to join what will become their Business Advisory Board.

The Affirmative Market Program looks forward to continuing to assist the State of Missouri as they improve opportunities for minority and women-owned businesses within their state.

"Progress is the activity of today and the assurance of tomorrow."

- Ralph Waldo Emerson

AMP Intermediate Training—

On October 9th the Intermediate Procurement Workshop was a huge success thanks to the help of Tina Urato, Procurement Coordinator MEMA, Barbara Miller, Director of Training, Outreach & Quality Assurance, and Dick Mordaunt, Director of IT & Office Procurement for the Operational Services Division.

A group of 35 vendors which included SOMWBA certified vendors active on statewide contract were provided with information covering commodities, services, construction and design.

We put together a group of experts to address each contracting area. My presentation covered an overview of the Affirmative Market Program, how to establish partnerships, marketing of your business to departments, AMP language on RFRs and benchmarks.

Dick Mordaunt, Procurement Director at OSD talked about Statewide contracts, the procurement process, and strategies for vendor participation on statewide contracts. Barbara Miller, Director of Quality Assurance and Training, provided an overview of commodities and services for state wide contracts. Following Joan Matsumoto, Director of e-Procurement Systems shared with the audience information on how to navigate COMM-Pass step by step.

The break-out session for Commodities & Services was led by Dick Mordaunt and Barbara Miller. Miguel Fernandes, Director of Contract Compliance with the Mass. Highway Department and James McClain, Compliance Officer for DCAM led the Construction & Design break-out session.

Gerry Scott, Director Civil Rights and AMP Coordinator from the Department of Mental Retardation covered contracting with Health & Human services and POS's agreements.

The feedback via email from the attending vendors was very positive and high marks were given to all presenters.

Affirmative Market Program

Monserrate Quinones
Executive Director

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"Opening Doors and Creating Opportunities for Minority and Women-Owned Businesses."

Come visit us at
www.mass.gov/amp

AMP Sponsors Needed

The AMP hosts several events during the year and is always looking for sponsors. If your company would like to provide a sponsorship and be recognized in our marketing materials, please contact Gladymar Parziale at 617-720-3166 or at amp@state.ma.us.

Thank you.

Director's Corner

(Continued from page 1)

their willingness to work with us and enthusiasm to help. Last but not least, I would like to thank the AMP team, Maria Gonzalez and Donna Fleser; they work tirelessly to ensure our services are delivered timely and with utmost quality. Their commitment and passion is commendable. They are true assets to this program.

Now you may ask what is ahead for us. Take comfort in knowing that is business as usual. Through these times of financial downward it has become more important to be diligent and get involved in all the training and networking opportunities available to you. I encourage you to sign up for our next big event The Legislative Breakfast scheduled for November 18, 2008 at the State House. Sponsored by the AMP Advisory Board this activity features a presentation on the role of AMP and the expansion of opportunities for all M/WBE in Massachusetts within the Commonwealth's Procurement Process. This is an opportunity you cannot miss!

The AMP Team
Donna Fleser, Gladymar Parziale and Maria Gonzalez

I hope to see you there.

In The Spotlight

(continued from page 1)

nities and identified work that resulted in surpassing their M/WBE benchmarks.

These case histories also resulted in over one thousand jobs being created while showing cost savings to the Commonwealth procurement budgets.

Ellen Bickelman, State Purchasing Agent, Operational Services Division wrote – "The companies in "In The Spotlight" highlight the importance of supporting and expanding contract opportunities with certified Minority and Women Owned Companies. The quality of their work, commitment to excellent customer service and product and service innovation is impressive. The Commonwealth looks forward to continuing and expanding contracting opportunities for the M/WBE business community".

Ellen Phillips, Deputy State Purchasing Agent, Operational Services Division wrote – "I am especially proud to read letters from M/WBE businesses who feel so strongly about the outreach, training and advocacy the AMP program provides. And, that they took the time to acknowledge the AMP through, "In The Spotlight", speaks volumes to the overall success of the program."

I am now working on the Third Edition of "In The Spotlight, Successful Case Histories of Minority and Women Business Entrepreneurs". The Third Edition will be even larger – more stories, more details and case histories showing how M/WBE's have helped the Commonwealth, their communities and other M/WBE's, their companies and the people associated with them. This Third Edition will also have an expanded section highlighting how AMP Department Coordinators, OSD Contract Managers and State Procurement Officials have given more opportunities to Minority and Women-Owned Businesses in public procurement.

If you have a Successful Case History or ideas for the Third Edition, please email Michael Kaye at Michael@TheBusinessCoach.Biz .

The AMP is now an "Award Winning" Program

On September 25, 2008, the Affirmative Market Program was the recipient of the **"2008 Government Advocacy of the Year Award"** which acknowledges and recognizes the outstanding achievements of minority business owners and to honor corporations, agencies and financial institutions that support minority business development. This award was presented by the Massachusetts Minority Contractors Association and the Associated Minority Business Enterprises of New England. Congratulations to the Affirmative Market Program for an outstanding job with promoting and advocating for Minority and Women businesses in the Commonwealth's procurement process for goods, services, construction and design.